

MEDIA KIT 2013



finding industry suppliers **made easy**



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“Please renew my Platinum marketing package again this year. We are seeing a good amount of business through our advertising with EngNet®”

Bob Schwartz
Parts Supply Corporation

”

“

“EngNet® has delivered relevant sales leads through our companies pages on their site.

Conrad Muller
Beckhoff Automation

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Finding Industry Suppliers **Made Easy**

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We **CONNECT**

BUYERS with

SUPPLIERS.



ENGNET ENGINEERING NETWORK

Introduction to EngNet

Since 1998 **ENGNET**® has been in the business of connecting engineers and industry buyers to the best industrial suppliers.

Connect Your Company with over 1 million industry buyers

Everyday thousands of engineers and buyers are using **ENGNET**® to find and CONNECT with suppliers of equipment and services.

By helping these buyers find your products and services, your company will receive targeted inquiries and orders.

- 1 million+ targeted visitors.
- 64,000 brand name products.
- 50,500 product and service listings.
- 20,000 engineering companies.
- Engineering network and search engine.
- Quick and easy user interface.
- Great for major search engine placements.
- Receive accurate inquiries.
- Proven ROI

ENGNET® marketing is the **perfect fit for the engineering and manufacturing industry**. An advertising method that is logical, based on facts and proven principals.

We call it the Triple T effect: **Timing, Targeting and Tracking**.

- **Targeting** potential buyers when looking for your specific offerings.
- **Timing** is crucial. We connect buyers when they need your product.
- **Tracking** what your marketing is doing for you. All **ENGNET**® marketing is measurable.

In our media kit, you are going to find a selection of our marketing packages with real strategies, proven over time, with measurable results that will satisfy the engineering mind and generate the marketing results you need.

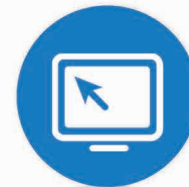


“EngNet® Delivers! They do what they say they will do. There are a lot of companies offering online marketing that promise a lot and can't deliver the basics.

EngNet® has consistently delivered great results for me for almost 10 years now! Sales generated through contacts made online continue to be strong.”

Bob Dodson
PDF Electric & Supply Company





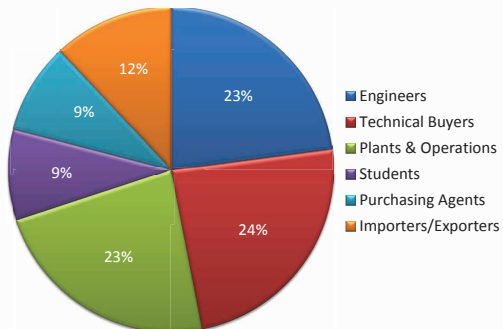
Goals

- CONNECT engineers and industrial buyers with the best suppliers.
- Deliver effective advertising and marketing solutions for our engineering and manufacturing companies.

Benefits

- CONNECT with Your target audience.
- Receive Accurate RFQ's
- **ENGNET**® visitor quality
- Experienced industry marketers
- Measurable results.
- Proven ROI
- Major search engine placements.

Visitor Demographics



EngNet Audience Profile

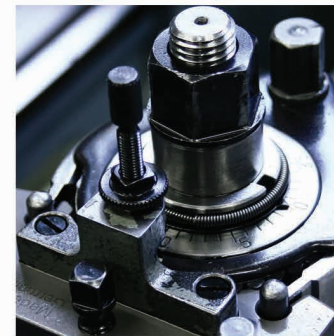
- Industrial buyers, engineers, technicians, purchasing managers, plant managers and design engineers.
- Buyers looking for industry suppliers of replacement parts, OEM and new equipment.

Industries Served

- **Automation, Automotive, Chemical, Control, Diesel Engines, Electrical, Electronics, Engineering, Environmental, Instrumentation & Control, Manufacturing, Materials Handling, Mechanical, Rubber, Plastics, Power Transmission and Pharmaceutical.**

Strengths

- **Experienced engineers have developed and operate ENGNET**®
- **ENGNET**® developers have extensive internet, programming, engineering and database experience.
- **Feedback from users enables us to develop the needs and requirements of the industry on an on-going basis.**
- **All our development and marketing team are employed in-house.**
- Strong user base and extensive worldwide coverage.
- Marketing that connects YOUR Company to targeted buyers, keeping YOU ahead of the market.



“

“EngNet is Simple and easy to understand... Very useful site. I use it regularly”

Barton Firtop
Engineering

”



EngNet Packages Explained

See Page 5 and 6 for options

The **ENGET**® Marketing Packages have been developed over the past 14 years to increase sales for your company.

Over 14 years of responding to visitor feedback we have built and evolved a marketing package that gives **YOUR** targeted visitors exactly what they need to **CONNECT** and do business with **YOUR** Company.



Be Seen On...



Get Found

Buyers need to Find Your Company.

Using proven strategies we get you found when a buyer needs your products.

- **ENGET**® Search & Categories
- **ENGET**® Partners
- Search Engine Marketing
- Product News & Email
- Tips and Tools to connect

Our packages get you to the top of the list suppliers. In addition to **ENGET**® we get Your Company found on the major search engines and partner websites.



Showcase Your Company

Do you supply what your buyers need?

Our packages give buyers a great showcase of your company with detailed information on your company's full offerings.

We effectively communicate your company's offerings and strengths.

- Company Profile
- Product Categories
- Brand Name Products
- Product Detail Pages
- Product & Company News
- Videos
- Catalogs



Connect with Buyers

Get connected to your targeted buyers.

Our job is not done until Your Company and Buyer **CONNECT**. **ENGET**® marketing packages are designed to **CONNECT** Your Company to your perfect buyers.

- Request For Quote(RFQ)
- Telephone Calls
- Email Messages
- Click to Website

Call/Email for Demo

There is a ton of features built into these marketing packages. Let us walk you through a **DEMO**.

- T: 1-888-793-4394
- E: info@engnetglobal.com



for engineers.

by engineers.

“

We initially chose EngNet for the directory service because their rates were very competitive. After using them for some time, we found the Return on Investment (ROI) was excellent. They were adept at SEO on their own site, which gave them a distinct advantage over their competition. We finally decided to leverage their SEO skills on our website.

Veena Agarwal
Swifter

”



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ENGNET MARKETING PACKAGES AND PRICING

ENGNET® Offers 4 Marketing packages that help your company **GET FOUND, SHOWCASE** Your Company and **CONNECT** to targeted buyers.

Company Information Pages

	Platinum	Gold	Silver	Bronze
Company Profile Your company in a nutshell in an effective showcase.	Enhanced	Enhanced	Enhanced	Standard
Product Pages Detailed Product Information, search engine optimized.	30	15	5	
Product/Company News Get your news out to Industry, search engine optimized.	30	15	5	
PDF Catalog (up to 10MB each) Your PDF catalog available to targeted buyers.	15	5	1	
Video/Media Module Your Company or Product videos to showcase your best.	15	5	1	
Product/Service Overview Page Displays a complete list of all your products/services.	Yes	Yes	Yes	
Product/Company News Lists all the brand name products your company offers.	Yes	Yes	Yes	

Product Listing Positions

Product/Service Listing Positions No. of product categories your company listed with.	400	200	100	50
Brand Name Product Listing Positions No. of brandname products your company listed with.	400	200	100	50

Pricing

Payment per Annum	\$8,799	\$6,599	\$4,399	\$2,199
OR Monthly Pricing	\$799	\$599	\$399	\$199

ENGNET MARKETING PACKAGES AND PRICING

Results You Can Expect

	Platinum	Gold	Silver	Bronze
Estimated Targeted RFQ's * Recorded telephone calls or tracked RFQ's	8 X Bronze	4 x Bronze	2 x Bronze	1 x
Targeted Unique Visitors/Buyers * Monthly visitors/buyers viewing company info.	8 X Bronze	4 x Bronze	2 x Bronze	1 x
Exclusive Leads/RFQ's You are the only company receiving the lead.	Yes	Yes	Limited	Limited
Unique Toll free # Toll free # assigned to your company for effective tracking.	Yes	Yes		
Recorded Calls for quality Listen to recorded calls from ENGNET® to ensure quality.	Yes			

Priority Placements and Promotion

ENGNET® Homepage Ad Your company logo and link on ENGNET® Homepage.	Yes			
Top Level Product Listing Positions Highest tier level positions in package.	Top Group	2nd Group	3rd Group	4th Group
Competitor Page Promotion Your company advertised on free competitor pages.	Yes	Yes		
Partner Network Inclusion Promotion on partner websites such as engineering.com	Yes			

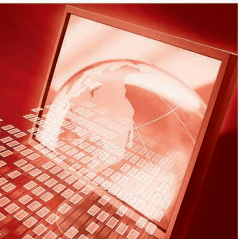
** These figures are based on typical advertisers. Results may vary depending on company type, products and demand. A company selling electronic components typically receives more RFQ's and Targeted Buyers than a company selling large power transformers. If a bronze listing receive 3 RFQ's, then a platinum package could expect 8 x 3 = 24 RFQ's, based on promotion budgets and premium positioning.*



Banners / Buttons / Skyscraper

Place your company advert across the entire site.
Your company will receive maximum exposure to the best possible target market.

- Increases broad **product awareness**.
- Increases **brand awareness**.
- Advertises your products to your **targeted audience**.
- **Captures the attention** of engineers with products they need.
- **Stays in users' minds**, which generates inquiries.
- Provides a **website boost** through direct access to your products / services information.
- **Reaches the entire** Engineering Industry.



Banner Ads \$25 CPM*

- 728 x 90 pixels
- Max Size : 15kBytes
- Static, Animated, DHTML or Flash

* CPM = Cost Per Mille / Thousand Impressions

Skyscraper Ads \$25 CPM*

- 160 x 600 pixels
- Max Size : 30kBytes
- Static, Animated, DHTML or Flash

Button Ads \$20 CPM*

- 160 x 160 pixels
- Max Size : 10kBytes
- Static, Animated, DHTML or Flash



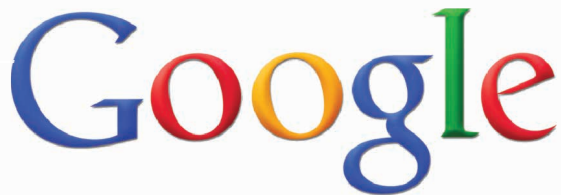
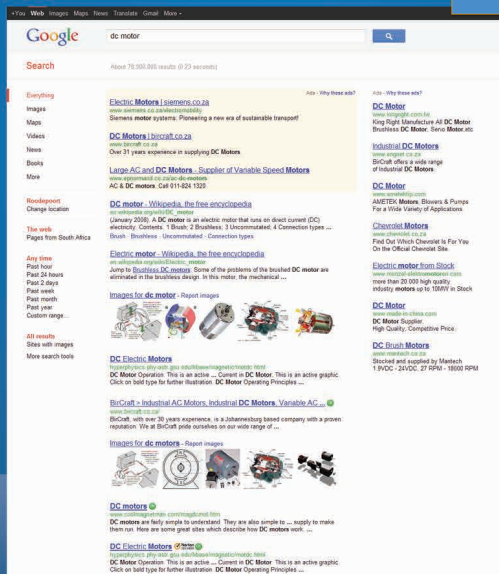
GOOGLE PRODUCTS

Google AdWords

ENGNET® will use their vast experience to professionally setup and manage Google Adwords for your company.

AdWord ads are displayed along with search results when someone searches Google using one of your keywords. Ads appear under 'Sponsored links' in the side column of a search page, and may also appear in additional positions above the free search results. That way, you will be advertising to an audience that's already interested in your business.

From \$2 per visitor to your website



Benefits

To achieve **maximum visitor quality leads** to your website, we will ensure that:-

- Your advert will only **display in countries you select**.
- Only **keywords that are relevant to YOUR business** will be used (minimizes irrelevant visitors).
- The campaigns are correctly configured for **maximum visitor click through rate**.

ENGNET® is a:





Websites

The **ENGNET**® Design Group has over **14 years experience in websites and related online marketing**, offering everything from design and optimization to hosting and pay per click campaigns. We prefer to partner with our clients to ensure long term sustainable benefit. To discuss your specific needs, please feel free to contact one of our sales consultants.

Our Services Include the following

- Search Engine Optimization (SEO).
- Website Design.
- Content Managed System (CMS).
- Template Websites.
- Application or System Websites.
- Pay Per Click Advertisements (PPC).
- E-commerce Websites.
- Database Websites.
- Hosting (locally and globally).
- Domain Registration (.com and others worldwide).
- Website Statistics Software and Monitoring.
- Graphic Design.
- Logo Design.

Benefits

- Extensive online **promotional expertise**.
- Benefit from our experience that brings **thousands of visitors** to **ENGNET**® every day.
- Enjoy tried and tested methods to receive **maximum benefits from your website**.
- Proven track record.



For more information please email info@engnetglobal.com or call 1-888-793-4394



SEO (Search Engine Optimization)

Search Engine Optimization (SEO) is an effective and economical way to present your company via your website to millions of internet users. **ENGNET® has been involved in SEO since it started with the launch of Google in 1998.** Our approach has always been **'best practice'** giving sustainable and long term results. We keep abreast of all the **latest search engine developments** and then make sure we apply what will genuinely assist the search engines, to correctly and accurately index your website for your products and services.

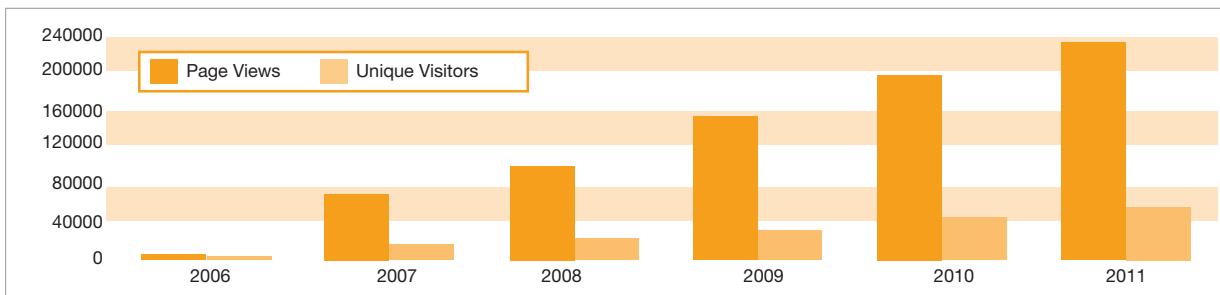
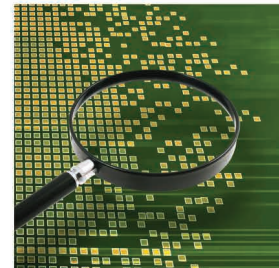
A search engine's job is to return the most relevant result to your search. This is done by indexing billions of internet pages and then through a complex algorithm, matching content as close as possible to your search criteria. **The following tips will assist the search engines finding you:**

Items needed for better Search Engine positions:

- Keywords & Search Phrases (related to your target market).
- Website Structure and Navigation.
- Content.
- Links to your website (inbound links: the more relevant to your business the better. Links establish your page ranking. You can often obtain these from principles, associates, suppliers, online advertising, etc).
- Statistics.
- Website Format.

Things to avoid:

- New domain names (the age and history of a website have become very important).
- Framed websites & Flash only websites.
- Javascript menus.
- Dynamic pages.
- Duplicate content & hidden text.
- Bad links.
- Unreliable or slow website hosting.





TESTIMONIALS

On-Line Electronics, Inc.

Jim Blair - Online Electronics

I recommend **ENGNET®** to all companies that need to increase their online presence. **ENGNET®** has given us super ideas and super results in our quest for web dominance in our industry. **ENGNET®** has done an outstanding job for On-Line Electronics, Inc. . They have delivered, and continue to deliver on their end of all agreements made.

We are very satisfied with the help/service **ENGNET®** has provided, they are always available to help and their response time is immediate. We always feel as though we are their most important customer. **ENGNET®** ALWAYS gets it done. Very reliable and easy to work with.



Bob Dodson - PDF Electric Supply Co.

ENGNET® Delivers! They do what they say they will do. There are a lot of companies offering online marketing that promise a lot and can't deliver the basics.

ENGNET® has consistently delivered great results for me for almost 10 years now! Sales generated through contacts made online continue to be strong.



Casper Smith - Europower

"**ENGNET®** is the way to go. Europower has been subscribing to **ENGNET®** for the past 3 ½ years and we have only had the best of inquiries, local and abroad. I have cancelled, and refused to renew all previous subscriptions to other directories. Jenni is always of great help when it comes to ANY query I have. Monthly updates on how the system performed for Europower is also always on time, making it very easy to monitor the effectiveness of this network. **ENGNET®** is definitely the only search engine I would recommend to anybody looking for a fast, reliable and effective network in the engineering field, AND IT IS SO AFFORDABLE."



Global Supplier of Engineering & Manufacturing Services

Pete Denes - Keller Technology

We turned to **ENGNET®** to generate leads – which is particularly difficult for a company that engages in B2B sales for custom industrial products. Their Experience in industrial marketplace and understanding of our needs has allowed us to see strong leads. I've enjoyed their excellent capabilities, customer service and are quick to react to any requests I have. **ENGNET®** is a good fit for industrial companies looking to increase their online presence.



Veena Agarwal - Swifter Fans

We initially chose **ENGNET®** for the directory service because their rates were very competitive. After using them for some time, we found the Return on Investment (ROI) was excellent. They were adept at SEO on their own site, which gave them a distinct advantage over their competition. We finally decided to leverage their SEO skills on our website.

Our experience with **ENGNET®** has been very good. They are professional, courteous, and highly knowledgeable. We used another SEO provider for a short stint and quickly cancelled that service when we found out they were using unethical SEO practices. On the contrary, **ENGNET®** uses best practices, they clearly explain what they plan to do, and then they tell you exactly what they did do afterwards. Throughout the process, they have been honest and straightforward; they do not over promise and then under deliver.



Bob - Parts Supply Corporation

"Please renew my Platinum marketing package again this year. We are seeing a good amount of business through our advertising with **ENGNET®**"



TESTIMONIALS



Gerhard Hauptfleisch - Kappa Engineering

"Due to the excellent returns experienced, Kappa has kept their **ENGINET**® advertising subscription going (since inception in 2008), and continues to benefit from it, way in excess of the minimal investment required. The second step in expanding our 'online' marketing program was to engage **ENGINET**® to re-develop our website. Once again, **ENGINET**®'s engineering background and understanding of our business has resulted in a professional and effective website.

Kappa Engineering have enjoyed the professional and personal service we received."

BECKHOFF

Conrad Muller - Beckhoff Automation

"**ENGINET**® has delivered relevant sales leads through our companies pages on their site.

We are very pleased with their performance, and ability to update new information rapidly."

Your Comments:

"Simple and easy to understand... Very useful site. I use it regularly"

Barton Firtop Engineering Co Ltd

"Very good category selection"

Arun Electronics Ltd

"Much easier to use than other directories"

Frank W. Murphy Ltd

"Very easy to use search, quick and very good"

Invensys Brook Crompton

"A good site that is quick to use and very well designed!! "

Sametco (Pty) Ltd

"Very comprehensive site - lot of work has gone into it. Well done"

H & J Automation

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ENGINEERING NETWORK



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